

PROFILE online

specsavers-profile.com

Frequently asked questions

About ProFile

What is ProFile?

ProFile is Specsavers' in-house journal for professional staff and students - Optics and Hearcare. Having started life as an 8-page newsletter in 2007, in recent years it has grown to a 28-page magazine, printed and delivered to individuals in stores around the UK, Ireland, Netherlands, Spain and with adapted versions for Australia and New Zealand. Now it is entering a new, exciting digital age.

Who is it for?

In the past, it's been sent to qualified and trainee optometrists, dispensing opticians/contact lens opticians and audiologists - as well as qualified Cert 4 dispensers and hearing care assistants. But now it's going online - even more people within Specsavers will be able to access it.

Why is it going online?

While we know some readers avidly cherish their print copy, anecdotal evidence suggests that many stores prefer a 'leave it on the coffee table' approach. And other copies never make it past the recycling bin, especially if a store's mailing list is not up to date.

People now expect to get their information online, 24/7 - increasingly via their phones - and that includes their professional development. ProFile online means you can now access all the same great content and CET as before, on any device, search historically for topics that interest you, save your favourites and receive email alerts.

And save some trees in the process.

What about Spectrum?

specsavers-spectrum.com is a sister website to ProFile and is an external-facing site for optical practitioners, in particular optometrists, to help engage with the Specsavers brand through sharing Specsavers news and a limited amount of free CET. i.e. a taste of all the great stuff you get when you work for Specsavers. Please encourage your optometrist friends outside Specsavers to subscribe.

About specsavers-profile.com

How do I access the website?

1. Go to specsavers-profile.com. You'll be able to see all the top-level headlines etc but, once you click on an article, you'll be prompted to log-in if you haven't already.

You can also go straight to the Log-in page, top right of the navigation bar. Once logged in, this button will change to 'My details'.

2. Login using the same username/password as you do for your iLearn account.

3. If you have never filled in any professional registration details on the ProFile site or on iLearn, you will see a one-off 'Register' page.

This double-checks your details against iLearn or allows you to update them, and means practitioners can access iLearn CET direct from the online ProFile site. Next time you log-in to specsavers-profile.com, this page won't show.

If you are not a registered practitioner, simply leave the sections 'Date of professional reg' and 'Professional registration no.' blank.

Why do I need to log in?

ProFile online is not a public website, nor is it optimised for any internet search engines. Having a login helps to ensure that only Specsavers staff can access the content - and helps to keep users' details and the site itself secure.

It also means that those practitioners wanting to complete CET quizzes can link directly to the relevant modules without having to log in twice because the system will already recognise their iLearn credentials and record any CET they complete on their CET dashboard on iLearn.

Do I need to go through iLearn first?

No. Your log-in simply mirrors your iLearn one.

What if I can't remember my iLearn log-in details?

Your iLearn username is normally your payroll number. Your corresponding password will have been set by you when you first accessed iLearn. If you cannot remember your iLearn password, when you try to log-in to specsavers-profile.com, click the 'Lost your iLearn password?' link on the log-in page and follow the instructions.

You will be emailed a new password. Remember, this will be sent to the email address you have indicated on your iLearn account. For this reason, it is good practice to make sure your iLearn account includes a personal email, rather than a generic store one.

Can I change my user details for ProFile online?

Yes, once you've logged into the site. Just remember that changes you make in the 'My details' section of specsavers-profile.com (e.g. your email address) will also update your iLearn account.

What features does ProFile online offer me?

From now on, all ProFile published content will be in one place - accessible from store or from your own personal device. You can:

- Save articles to your Favourites (click on the star icon at the bottom of article)
- Print articles (click on the print icon icon at the bottom of article)
- Search by keyword, topic or by month
- Sign up for monthly email alerts

How often will content be refreshed?

New content will be published as it becomes available - so there should always be something new to read whenever you visit the site. If you'd like to receive a monthly-round-up of what's been added recently, sign up for [monthly email alerts](#).

The layout of the website looks a bit 'odd' on my screen

Some networked store computers using older browsers may not provide you with the full interactive experience - for example, searching through sub-menus and viewing video. If you can, try updating your browser or accessing the site from a different device (e.g. Chromebook or your own device).

Can I provide feedback on an article or suggest future content?

Absolutely - we'd love to hear from you. Email gg.profile@specsavers.com. If it's a clinical matter, we will forward on to our ProFile clinical editor.

I've read all the FAQs and still have a query. Who can I contact?

Email gg.profile@specsavers.com. We will reply as soon as we can.

How can I best promote ProFile online in my store?

- Share the website address: specsavers-profile.com
- Share these FAQs for background info and technical support
- Share the [ProFile mailing list](#) link and encourage staff to sign up for monthly alerts - or sign them up yourself.
- Print out the [ProFile online poster](#) and display it in store.

Monthly email alerts

Do I have to sign up to the monthly mailing list to be able to access specsavers-profile.com?

No, the site is accessible at all times to anyone from Specsavers, using their iLearn log-in details.

There is also the option to receive an emailed monthly round-up, highlighting new content that has been added during the month. Users can subscribe/unsubscribe to this monthly alert at any time.

How do I subscribe to monthly email alerts?

If you are already logged in to the site, you can sign up to email alerts and/or change your preferences in My details>Profile (top right of homepage). Then click on the Mailing list tab.

Alternatively, click here to access or share the [ProFile mailing list](#) link.

I'm already receiving email alerts from ProFile online. Do I still need to subscribe?

No. As long as you are happy to continue receiving them, you need do nothing. You can change your preferences or unsubscribe at any time.

I've tried adding my email address to the mailing list, but it says it is already in use.

To avoid duplications, the mailing list will only recognise a unique email address once. If you are using a personal email address - and the system recognises it - then you are already on the mailing list and will automatically receive monthly alerts. If you are trying to sign-up with a generic store email or director store email, then someone else in store may be already using this address.

It is recommended that you use a personal email unique to you for subscribing to monthly alerts. NOTE: This does not need to be the same email address as in your specsavers-profile.com profile in 'My details' (which reflects your iLearn account email).

I'm a store manager. Can I sign up other members of the team for monthly alerts?

Yes. Use or share this [ProFile mailing list](#) link. You can sign up more than one person by re-submitting the form. This will generate an automated email asking the recipient if they would like to accept or reject the invite. They can also unsubscribe at any time.

(Remember, if their email address is already recognised when you try to submit the form, then that email address is already on the mailing list.)